

Name: _____

**Global Business
Research Project Presentation**

Business practices, environments, culture, and etiquette vary from country to country, just as financial conditions vary. For this project, you will choose a country and research its general information, the state of its finances, and the business atmosphere of the country. You will present your findings in a Power Point presentation, a Google Presentation, a Prezi, or any other presentation app. The tone and focus of your presentation should be from the standpoint of an American manager looking to expanding their business into the country you are researching.

Requirements

You must choose a country from a limited list in order to ensure that there is enough information available to you to complete the report. The presentation must include sufficient research information. Your presentation must include the use of notes where you will be including information to speak that you are not providing in your presentation. Look at the handout on the International Business Environment for more “topics.”

You must cite at least five sources. At least one of these must be a news article from a reliable news site. (Hint: Google News your country name)

The presentation should be long enough to cover all the points addressed below. I am not going to give you a “minimum” amount because it depends on how you organize your slides, notes, and the information you are able to find in your research.

Grading

The report will be graded according to the rubric (attached). Plagiarism (copying directly from a source without citing) will result in a zero.

Required Topics

1. Statistics

- ☐ Capital city and other major cities
- ☐ Population
- ☐ Population density
- ☐ Currency and conversion to U.S. dollars
- ☐ GDP
- ☐ Minimum wage
- ☐ Unemployment rate
- ☐ Import and Export Information
- ☐ One other statistic which you find applicable, for example, inflation rate, consumer price index, literacy rates, import/export ratio, amount of national debt
- ☐ Social information:
 - Crime (High or low crime rate, what types of crime occur most often)
 - Entry requirements for travelers

2. Form of government (Communism, democracy, etc.) with supporting details such as who is in leadership positions, voting process, and a description of the government type

3. **Three other facts** about the society, for example, quality of medical care, legal regulations for visitors (such as driving), customs regulations, safety/security, etc.
4. **Business etiquette**
 - ☐ Negotiating
 - ☐ Entertaining
 - ☐ Making appointments
 - ☐ Gifts
 - ☐ How to address others
 - ☐ Appropriate public behavior
 - ☐ Appropriate business dress
 - ☐ Acceptable conversation topics
5. **Current news:** You must find a current news article regarding your country. This can be from a newspaper, a magazine, or a website. In one or two slides, paraphrase and summarize the article and where you found it, and also when it happened. Current means within the last 6 months. Your news article should connect to the “focus” of your paper!
6. **Reflection:** Your last few slides should contain your thoughts on the country and a comparison of that country to the United States. Include reflection on how business customs are similar and different, how the society is similar and different, and what effect the news article you found will have on their society. Also included should be a decision about whether you would enjoy living in, traveling to, or doing business in the country.

Suggested Internet Resources

Statistics:

CIA World Fact Book: <https://www.cia.gov/library/publications/the-world-factbook/>

International Trade Administration website: <http://www.ita.doc.gov>

Click on Trade Statistics, Global Data Links, organized by country

Hint: Once you find a website, you may need to find the English version

United Nations: <http://cyberschoolbus.un.org/index.html>

Census Bureau – International Statistical Agencies:

<http://www.census.gov/population/international/data/idb/informationGateway.php>

Culture/Business Etiquette:

Executive Planet – Business Culture Guides: <http://www.executiveplanet.com>

Also has links to individual countries’ websites

News:

United Nations: <http://www.un.org/News>

“Good News” in international business: <http://www.globalgoodnews.com/business-news.html>

Due Date: (Presentations will begin) _____

Project Points: _____